

Atty. Docket No. 696.002

**RESPONSE UNDER 37 CFR 1.116
-- EXPEDITED PROCEDURE --
EXAMINING GROUP 3622**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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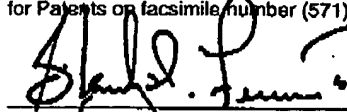
AUG 25 2005

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : Jean Janier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

August 25, 2005

AMENDMENT AFTER FINAL

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on August 25, 2005.


Stanley B. Ference III
Reg. No. 33,879

August 25, 2005
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated April 25, 2005 , please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.